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WHAT IS CLAIMED IS:

1. A method of performing financial processing in a computer, comprising:

(a) accessing account, event and organization attributes from a database accessible by the computer, wherein: (1) the account attributes comprise data about accounts being measured, (2) the event attributes comprise data about account-related transactions, and (3) the organization attributes comprise data about the organization's financial status;

(b) performing one or more profitability calculations in the computer using the account, event and organization attributes accessed from the database, as well as one or more profit factors and one or more rules, wherein the profitability calculations include:

$$\begin{aligned} \text{Profit} &= \text{Net Interest Revenue (NIR)} \\ &+ \text{Other Revenue (OR)} \\ &- \text{Direct Expense (DE)} \\ &- \text{Indirect Expense (IE)} \\ &- \text{Risk Provision (RP)} \end{aligned}$$

(c) wherein the Net Interest Revenue (NIR) is calculated as:

$$\begin{aligned} \text{NIR} &= \text{Interest Revenue} \\ &- \text{Cost of Funds} \\ &+ \text{Value of Funds} \\ &- \text{Interest Expense.} \end{aligned}$$

2. The method of claim 1, wherein the Net Interest Revenue is calculated for every account.

3. The method of claim 1, wherein the Net Interest Revenue represents a total interest made from all deposit and lending activities.

4. The method of claim 1, wherein the Net Interest Revenue is calculated from a Deposit Spread, a Lending Spread, and an Asset/Liability Management (ALM) Spread.

5. The method of claim 4, wherein the Deposit Spread comprises a difference between the Interest Expense and the Value of Funds.

6. The method of claim 5, wherein the Interest Expense comprises a cost of borrowing funds.

7. The method of claim 5, wherein the Value of Funds represents a rate at which borrowed funds could be invested.

8. The method of claim 4, wherein the Lending Spread comprises a difference between the Cost of Funds and the Interest Revenue.

9. The method of claim 8, wherein the Interest Revenue comprises a return generated by lending funds.

10. The method of claim 8, wherein the Costs of Funds (COF) represents an expense generated by lending funds.

11. The method of claim 4, wherein the Asset/Liability Management Spread comprises a difference between maturity characteristics of funds lent.

12. The method of claim 1, wherein the Net Interest Revenue also includes
5 earnings on allocated equity.

13. The method of claim 12, wherein the earnings on allocated equity comprise earnings generated by lending funds from equity sources.

14. The method of claim 1, further comprising calculating Net Income Revenue
10 in an Advanced Tier according to:

$$IR(a) = \sum AB(c=asset, s, t)(a) * eff\ rate(c=asset, s, t)(a),$$

$$COF(a) = \sum AB(c=asset, s, t)(a) * TR(c=asset, s, t)(type_{p,a}(a)),$$

$$IE(a) = \sum AB(c=liability, s, t)(a) * eff\ rate(c=liability, s, t)(a), \text{ and}$$

$$15 \quad VOF(a) = \sum AB(c=liability, s, t)(a) * TR(c=liability, s, t)(type_{p,a}(a)),$$

wherein:

$AB(c, s, t)(a)$ = Average Balances of an account a based on class (c), state (s), and tier
(t) characteristics of a balance type,

$eff\ rate(c, s, t)(a)$ = Effective interest rate for the account a based on the class (c), state
20 (s), and tier (t) characteristics of the balance type,

$type_{p,a}(a)$ = Product type p for the account a,

$TR(c, s, t)(type_{p,a}(a))$ = Treatment Rate for the accounts a of a product type p based
on the class (c), state (s), and tier (t) characteristics of the balance type,

$IR(a)$ = the Interest Revenue of the account a,

COF(a) = the Cost of Funds for the account a,

IE(a) = the Interest Expense for the account a, and

VOF(a) = the Value of Funds for the account a.

5 15. The method of claim 14, wherein the balance type comprises a combined effect of the class, state, and tier characteristics.

16. The method of claim 15, wherein the class characteristic is defined as either an asset or liability.

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17. The method of claim 15, wherein the state characteristic is defined as either cleared, ledger, or float.

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18. The method of claim 15, wherein the tier characteristic is defined as tiers used by the organization in supplying balances.

19. The method of claim 15, wherein the features are selected from a group comprising open date, reset date, term, payment characteristics, and rate type.

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20. The method of claim 15, further comprising allocating asset balances among the accounts using one or more allocation rules.

21. The method of claim 15, wherein the step of calculating the Net Income Revenue in the Basic Tier generates one or more outputs selected from a group comprising

the Interest Revenue, Interest Expense, Cost of Funds, Value of Funds, Lending Spread, and Deposit Spread.

22. The method of claim 1, further comprising calculating Net Income Revenue
5 in an Advanced Tier according to:

$$IR(a) = \sum AB(c=asset, s, t)(a) * eff\ rate(c=asset, s, t)(a),$$

$$COF(a) = \sum AB(c=asset, s, t)(a) * TR(c=asset, s, t)(type_{p,a,b}(a)),$$

$$IE(a) = \sum AB(c=liability, s, t)(a) * eff\ rate(c=liability, s, t)(a), \text{ and}$$

$$VOF(a) = \sum AB(c=liability, s, t)(a) * TR(c=liability, s, t)(type_{p,a,b}(a)),$$

10 wherein:

$AB(c, s, t)(a)$ = Average Balances of an account a based on class (c), state (s), and tier
(t) characteristics of a balance type,

$eff\ rate(c, s, t)(a)$ = Effective interest rate for the account a based on the class (c), state
(s), and tier (t) characteristics of the balance type,

15 $type_{p,a,b}(a)$ = Product type p for the account a based on a behavior b,

$TR(c, s, t)(type_{p,a,b}(a))$ = Treatment Rate for the accounts a of the product type p and
the behavior b based on the class (c), state (s), and tier (t) characteristics of the balance type,

$IR(a)$ = the Interest Revenue of the account a,

$COF(a)$ = the Cost of Funds for the account a,

20 $IE(a)$ = the Interest Expense for the account a, and

$VOF(a)$ = the Value of Funds for the account a.

23. The method of claim 22, wherein the balance type comprises a combined
effect of a class, state, and tier characteristics.

24. The method of claim 23, wherein the class characteristic is defined as either an asset or liability.

5 25. The method of claim 23, wherein the state characteristic is defined as either cleared, ledger, or float.

26. The method of claim 23, wherein the tier characteristic is defined as tiers used by the organization in supplying balances.

10 27. The method of claim 22, wherein the features are selected from a group comprising open date, reset date, term, payment characteristics, and rate type.

15 28. The method of claim 22, further comprising allocating asset balances among the accounts using one or more allocation rules.

29. The method of claim 22, wherein the step of calculating the Net Income Revenue in the Basic Tier generates one or more outputs selected from a group comprising the Interest Revenue, Interest Expense, Cost of Funds, Value of Funds, Lending Spread, and
20 Deposit Spread.

30. A system for financial processing, comprising:
a computer;
logic, performed by the computer, for:

(a) accessing account, event and organization attributes from a database accessible by the computer, wherein: (1) the account attributes comprise data about accounts being measured, (2) the event attributes comprise data about account-related transactions, and (3) the organization attributes comprise data about the organization's financial status;

(b) performing one or more profitability calculations in the computer using the account, event and organization attributes accessed from the database, as well as one or more profit factors and one or more rules, wherein the profitability calculations include:

$$\begin{aligned} \text{Profit} &= \text{Net Interest Revenue (NIR)} \\ &+ \text{Other Revenue (OR)} \\ &- \text{Direct Expense (DE)} \\ &- \text{Indirect Expense (IE)} \\ &- \text{Risk Provision (RP)} \end{aligned}$$

(c) wherein the Net Interest Revenue (NIR) is calculated as:

$$\begin{aligned} \text{NIR} &= \text{Interest Revenue} \\ &- \text{Cost of Funds} \\ &+ \text{Value of Funds} \\ &- \text{Interest Expense.} \end{aligned}$$

31. An article of manufacture embodying logic for performing financial processing in a computer, comprising:

(a) accessing account, event and organization attributes from a database accessible by the computer, wherein: (1) the account attributes comprise data about accounts being

measured, (2) the event attributes comprise data about account-related transactions, and (3) the organization attributes comprise data about the organization's financial status;

(b) performing one or more profitability calculations in the computer using the account, event and organization attributes accessed from the database, as well as one or more profit factors and one or more rules, wherein the profitability calculations include:

$$\begin{aligned} \text{Profit} &= \text{Net Interest Revenue (NIR)} \\ &+ \text{Other Revenue (OR)} \\ &- \text{Direct Expense (DE)} \\ &- \text{Indirect Expense (IE)} \\ &- \text{Risk Provision (RP)} \end{aligned}$$

(c) wherein the Net Interest Revenue (NIR) is calculated as:

$$\begin{aligned} \text{NIR} &= \text{Interest Revenue} \\ &- \text{Cost of Funds} \\ &+ \text{Value of Funds} \\ &- \text{Interest Expense.} \end{aligned}$$